

North County Metro

Key Issues

- Diverse area comprised of many small islands interspersed among the cities of Escondido, San Diego, San Marcos, Vista and Oceanside
- Large areas of steep, rugged terrain and cultivated farmland
- Varying levels of sewer, water and emergency services available
- Annexations to adjacent cities are often inconsistent with the character of unincorporated planning areas

Planning Group Direction

There is no recognized planning group for the unrepresented portions of the North County Metro community planning area

Additional Staff Analysis/ Recommendations

Commercial and industrial designations were primarily applied to reflect existing uses. This included replacing (14) Service Commercial land with a (C-1) General Commercial designation along the western portion of South Santa Fe drive. Staff also recommends placing approximately 20 acres of (C-1) General Commercial at the intersection of Hwy 78 and Bear Valley Parkway to be used in conjunction with a mixed-use commercial zone as noted in the land use framework.

ERA Needs Analysis (all numbers in acres)

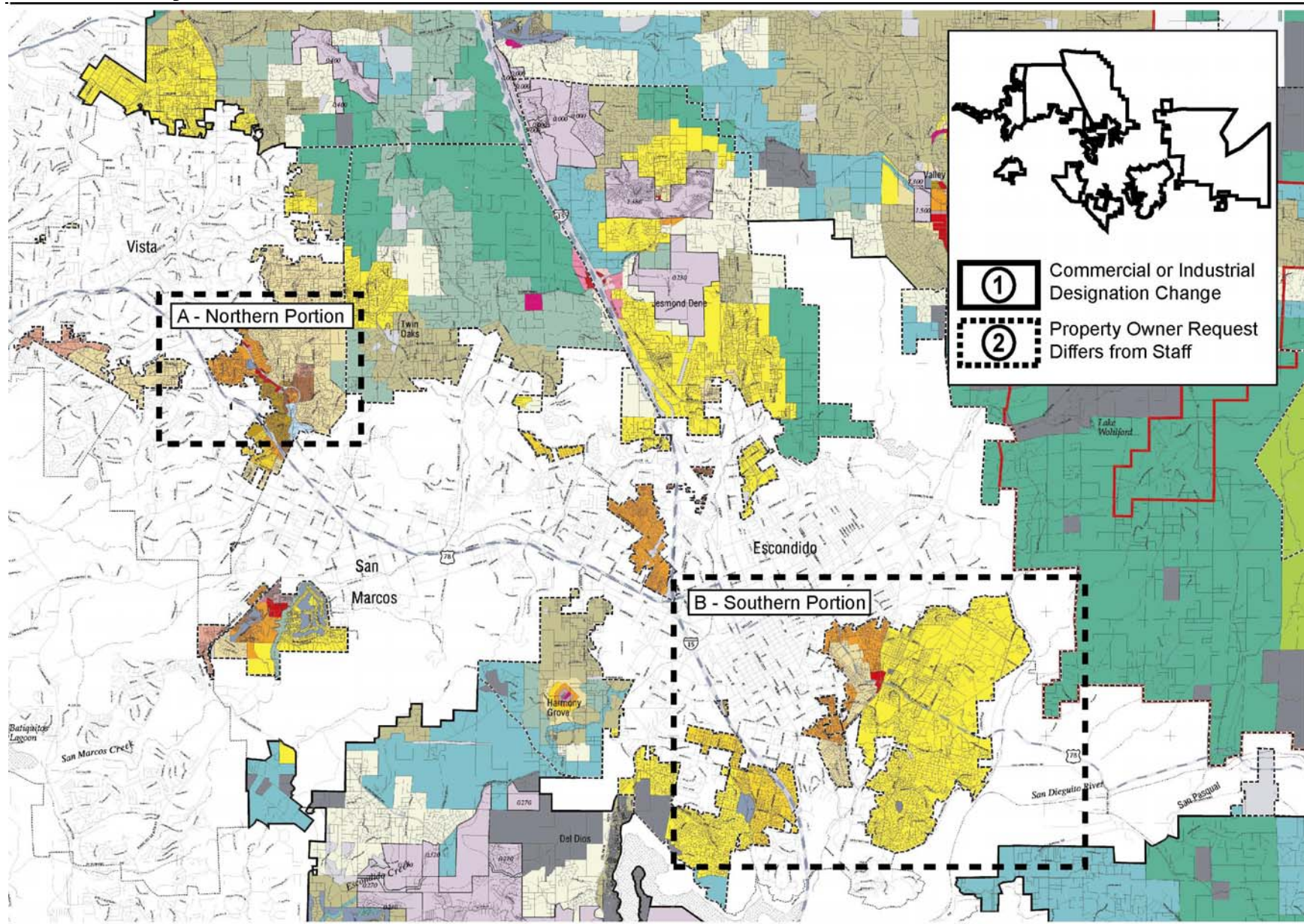
	Projected Demand	Existing General Plan	Surplus/ (Deficit)	Proposed General Plan	Surplus/ (Deficit)
Commercial	122	37	(85)	83	(39)
Industrial ¹	96	91	(5)	47	(49)
Office ¹	30	23	(6)	138	108

¹ Industrial and Office numbers are for the entire North County Metro Subregion

Note: All numbers are rounded to the nearest whole number

Source: Economics Research Associates, County of San Diego

North County Metro

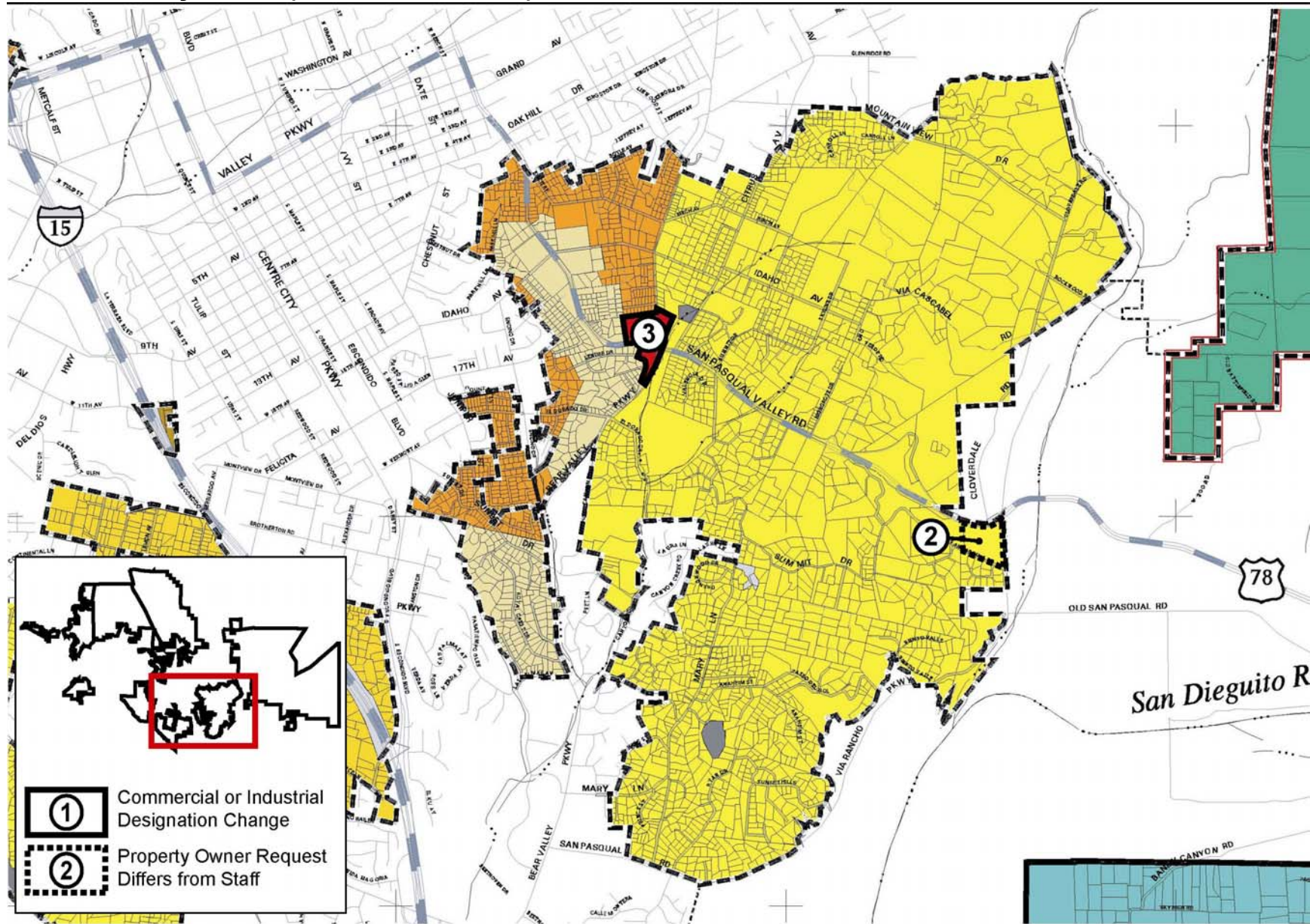


The map displays the following designations and features:

- Designation 1 (Solid Circle):** Commercial or Industrial Designation Change. This includes areas along the I-10 corridor and near the I-67/I-27 interchange.
- Designation 2 (Dashed Circle):** Property Owner Request Differs from Staff. This includes a large area in the southeast, near the I-67/I-27 interchange.
- Geographic Features:** The map shows major highways (I-10, I-67, I-27), local roads (e.g., I-10, I-67, I-27, I-10, I-67, I-27), and various land use zones.
- Inset Map:** A small map of Houston in the bottom left corner, with a red box indicating the location of the study area.

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(C-1) General Commercial	No recommendation submitted	(C-1) General Commercial (Berge)	<p><i>Total Area:</i> 3 acres</p> <p><i>Current Use:</i> Commercial and Office</p> <p><i>Existing GP:</i> (14) Service Commercial (11) Office Professional</p>	<ul style="list-style-type: none"> • Service Commercial is being eliminated as a general plan designation • Existing uses are more commercial in nature • South Santa Fe has many similar commercial uses • Highly urbanized area
2	(VR-24) Village Residential	No recommendation submitted	(I-1) Limited Impact Industrial (Olson)	<p><i>Total Area:</i> 13 acres</p> <p><i>Current Use:</i> Light manufacturing</p> <p><i>Existing GP:</i> (2) Residential</p>	<ul style="list-style-type: none"> • Planned infrastructure improvements including light rail station and road improvements along South Santa Fe supports higher density development • Placing a multi-family density within a planned transit node is consistent with the GP2020 community development model • Smart growth planning principles suggest multi-family densities are needed to support this planned transit node

North County Metro (Southern Portion)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
3	(C-1) General Commercial	No recommendation submitted	<p>Northeast corner of intersection: (C-1) General Commercial or (C-3) Neighborhood Commercial (Santrach)</p> <p>Northwest corner of intersection: (C-1) General Commercial or (C-3) Neighborhood Commercial (Whalen)</p>	<p><i>Total Area:</i> 28 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (6) Residential (3) Residential (2) Residential</p>	<ul style="list-style-type: none"> • A commercial mixed-use zone will be applied to these parcels to ensure future commercial and residential development is compatible with the character of the community • Bear Valley Parkway and Highway 78 intersection contains high traffic counts and is appropriate for commercial development • Consistent with the General Plan 2020 community development model with higher density planned to the north (7.3 du/acre) and west (2 du/acre) • Adequate roads and signaling to support commercial node
4	(SR-1) Semi-Rural Residential	No recommendation submitted	(C-4) Rural Commercial (Clark)	<p><i>Total Area:</i> 20 acres</p> <p><i>Current Use:</i> Commercial produce store</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> • Staff is exploring zoning options to ensure the existing use remains in conformance with the zone thereby allowing for improvements and/or expansion of the use • Semi-Rural designation reflects existing patterns of development within County jurisdiction • Adjacent to San Pasqual Agricultural Preserve • No sewer service available • Maintain the semi-rural/rural corridor leading through the unincorporated County past the San Diego Wild Animal Park to Ramona